

# SAVING LIVES THROUGH RAIL SAFETY EDUCATION

Texas Operation Lifesaver



# About Texas Operation Lifesaver

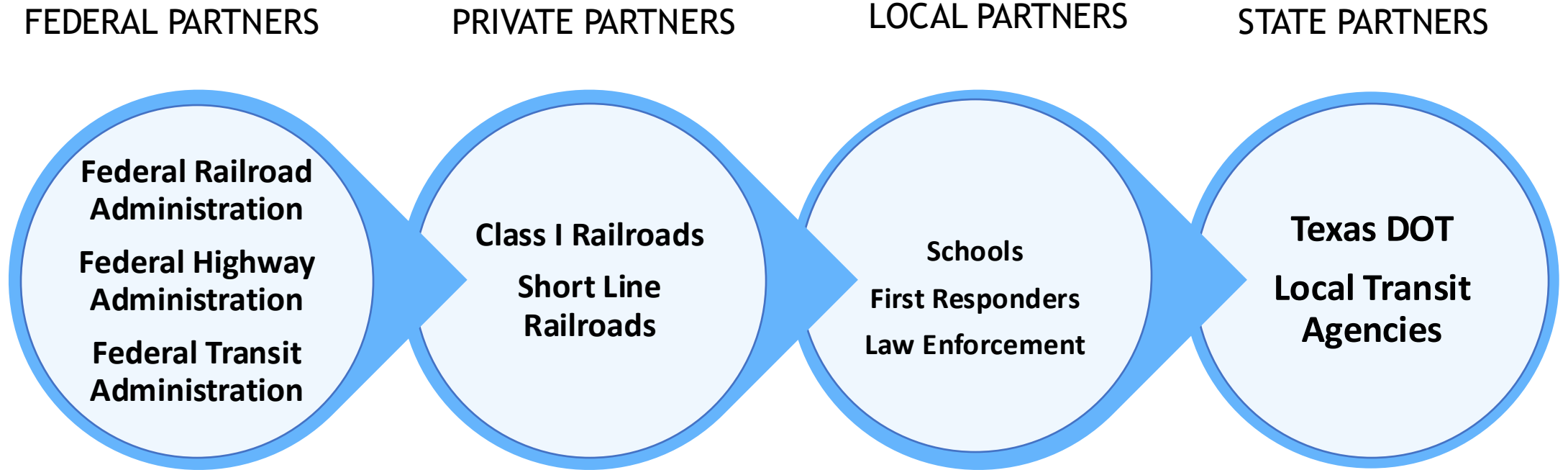


## Mission Statement

Texas Operation Lifesaver is a nonprofit organization and nationally-recognized leader of rail safety education. For 50 years, Texas Operation Lifesaver has been committed to preventing collisions, injuries, and fatalities on and around railroad tracks and highway-rail grade crossings.



# Partnerships are Key to Operation Lifesaver's Efforts





# Volunteers – The Heart of Operation Lifesaver

- OLAVs (Operation Lifesaver Authorized Volunteers) provide free rail safety presentations customized to audiences across the U.S.



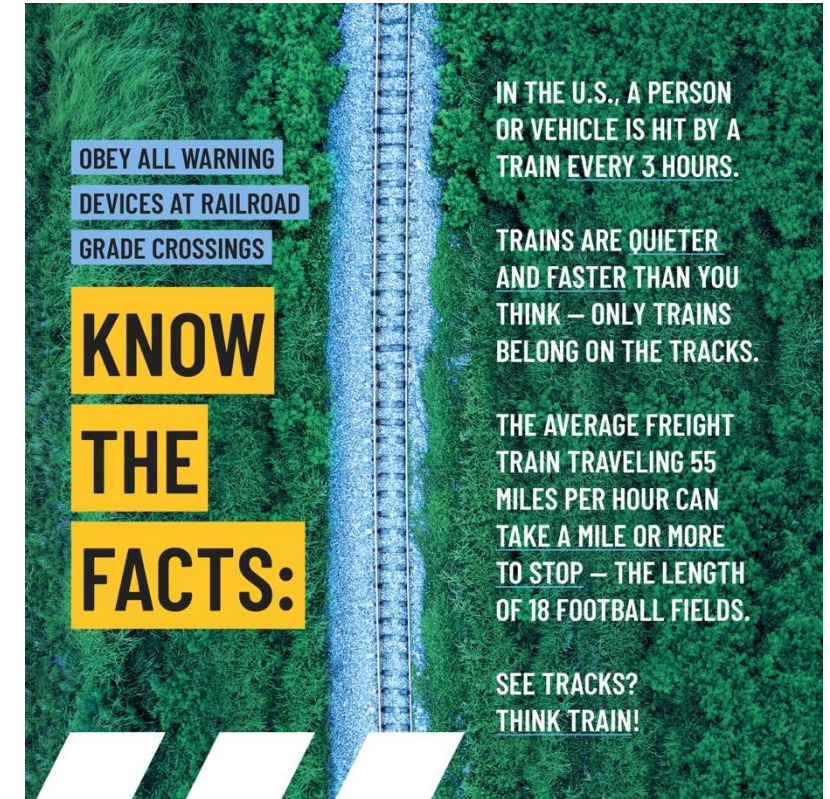
## Volunteer activities include:

- In-person and virtual presentations
  - Helping with special events
  - Training classes for specific audiences like new drivers, professional drivers and first responders
- Learn more and apply to volunteer at [oli.org/volunteer](https://oli.org/volunteer)



# Rail Safety Resources for Kids, Adults and More!

- Resources for Adults, including Public Service Announcements, Brochures, Social Media Graphics, Awareness Campaigns and Billboards
- Specialized Materials and Training for First Responders, New Drivers, Professional Drivers, School Bus Drivers, Farm Equipment Operators
- Online Games, Videos and other Materials for Kids in Grades Pre-K to 12; Teacher Lesson Plans
- Annual See Tracks? Think Train! Week Events



Brochure excerpt



# PSAs, Videos, Education Resources and More



Trainings



Videos



Social Media



Public Service  
Announcements (PSAs)



# Strategic Tools and Tactics: Education



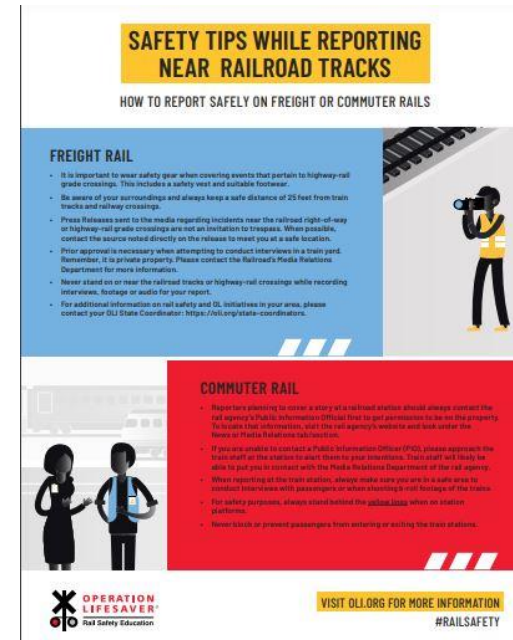
*Videos*



*Read along book.*



# Educate and Inform with Tailored Messaging



SPECIFIC REPORTING LANGUAGE: DOS AND DON'TS			
INSTEAD OF...		CONSIDER...	
X Local Man Commits Suicide at Broadway Station X Suicide on Springfield Line of General Railroad	HEADLINES	✓ Local Man Died on Tuesday Afternoon ✓ Woman Trespassing on General Railroad Tracks Struck and Killed	
	DETAILS	✓ The man was struck and killed near Broadway Station. ✓ After trespassing onto the railroad tracks the woman was struck and killed by the train. ✓ It appears that the actions of the individual were intentional.	
X Train kills person	FAULT	✓ Person struck by train	
X Images of memorials or grieving friends		✓ School photo or work photo	

Tools for Media



# Educate and Inform with Tailored Messaging

## Decide Smart, Arrive Safe School Bus Driver Training Videos

Our **Decide Smart, Arrive Safe** school bus driver video training package provides practical tips and information drivers can use immediately. Four engaging training videos show school bus drivers how to stay safe when encountering railroad crossings along their routes. The **four videos linked below** offer info and actionable procedures and can be viewed together or individually as appropriate for the training situation.



## PRODRIVER CHALLENGE ELEARNING

Operation Lifesaver, Inc.'s (OLI) ProDriver eLearning Program is an interactive online learning experience for CDL drivers. The program is intended to help drivers prepare to make safe choices when navigating railroad crossings along their routes. It does not and is not intended to teach you to drive a truck.



## School Bus Driver eLearning



## Know the Signs and Signals Video



## Know the Facts Video



## In Their Own Words Video

# Annual Week-Long Observance

## PSA CAMPAIGN

As part of Rail Safety Week 2021, two new video public service announcements (PSAs) were released to underscore the danger of trespassing on or near railroad tracks and trains.

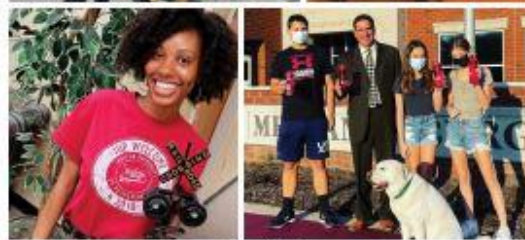
The new PSAs are part of the ongoing #STOPTrackTragedies public awareness campaign, which features the personal stories of people directly affected by rail crossing or trespassing incidents.

WATCH THE ENTIRE #STOPTrackTragedies PLAYLIST ON YOUTUBE.



Top image: The "Surfer" Stop Track Tragedies PSA tells the heartbreaking story of three teens from Idaho.

Action image in the "Shorts" Stop Track Tragedies PSA. Photo credits: Photo about the short that changed his life.



## FRIDAY, SEPTEMBER 24 WEAR RED (RED OUT) FOR RAIL SAFETY

Friday, September 24 was #RedOutForRailSafety day. Operation Lifesaver, Inc. (OLI), its state programs and safety partners shared photos wearing red to support rail safety.

Photo collage: Employees from the American Short Line and Regional Railroads Association in their virtual #RedOutForRailSafety day photo.

Photo collage: The Operation Lifesaver Inc. (OLI) National Office staff posed for a #RedOutForRailSafety day group photo.



## SATURDAY, SEPTEMBER 25 TRESPASS PREVENTION

The theme for Saturday, September 25 was trespass prevention to underscore the importance of staying off railroad tracks.

## SUNDAY, SEPTEMBER 26 NO PHOTO/VIDEO/SELFIE IS WORTH THE RISK

Rail Safety Week wrapped up on Sunday, September 26 with a message for professional and amateur photographers: No photo, selfie, or video is worth the risk.



## DAILY THEMES

EACH DAY DURING RAIL SAFETY WEEK, MESSAGING FOCUSED ON A DIFFERENT THEME.

### RAIL SAFETY WEEK - SCHEDULE OF THEMES & AUDIENCES

DATE	THEME	AUDIENCES
MONDAY SEPTEMBER 20	#STOPTrackTragedies	News Media, Government Officials, OLI Partners, General Public
TUESDAY SEPTEMBER 21	Operation ClearTrack	Law Enforcement and First Responders
WEDNESDAY SEPTEMBER 22	Crossing Safety	General Public, Farmers, New Drivers, Outdoor Enthusiasts, People Experiencing Homelessness
THURSDAY SEPTEMBER 23	Transit Safety Thursday & Professional Driver Safety	Transit and Commuter Riders, Professional Drivers, School Bus Drivers
FRIDAY SEPTEMBER 24	Wear Red (Red Out) for Rail Safety	All Audiences
SATURDAY SEPTEMBER 25	Trespass Prevention	General Public, Pedestrians, Cyclists, Joggers, Outdoor Enthusiasts, College Students, People Experiencing Homelessness
SUNDAY SEPTEMBER 26	No Photo/Video/Selfie is Worth the Risk	Photographers (Professional and Amateur)

# Rail Safety Training for First Responders

Operation Lifesaver, Inc.'s **Railroad Investigation and Safety Course for Law Enforcement (RISC-LE)**, formerly known as GCCI (Grade Crossing Collision Investigation Course), was developed for the North American law enforcement and first responder community by the nation's railroad police and Operation Lifesaver, Inc.

RISC-LE prepares first responders to use the proper safety techniques while investigating or responding to a grade crossing collision or trespasser incident, in addition to maintaining on-scene safety unique to the railroad environment.





# TOGETHER, WE CAN #STOPTrackTragedies

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Rail Safety Education